

KHON2

LOCAL NEWS

With 115 employees at the station, 50 are devoted exclusively to news, with the remainder taking strong ownership in supporting and enhancing the news operation. KHON2 airs several local newscasts per week: Monday through Friday, the station broadcasts 5 a.m. to 8 a.m.; 5 p.m.; 5:30 p.m.; 6 p.m.; and 10 p.m. local news programs. Weekends feature 6 p.m. and 10 p.m. shows. This totals 27 hours and represents 16 percent of our daily programs as being devoted to local news.

KHON2 has developed an extensive new local news website to enhance local coverage and has dedicated management to the effort. The new site debuts November 1, 2004.

LOCAL PUBLIC AFFAIRS

There are no regularly scheduled segments on local public affairs included in the local newscasts. However, most of our newscasts contain public affairs and issues in the form of news stories or information.

CREATING OR SELECTING PROGRAMMING

KHON2 preempts network programming in order to provide programs of more interest to our local community. For example, KHON2 brought the community the only mayoral debate of the year investing to such an extent that included rental of the large Hawaii Theatre so 1,000+ members of the community could be part of the audience. This special 90-minute debate was aired and rebroadcast September. KHON2 also provided extensive coverage of local primary and general elections with coverage that preempted network programming.

KHON2 has an "open-door policy" for allowing local producers to demo programming that may appeal to the Hawaii community. The station's department heads and sales staff contribute to the General Manager's decision to air a particular program. In addition, viewer mail/email suggestions are reviewed and responses are provided.

KHON2 has partnered and continues to partner with several local producers whose programs set the bar high for airing local primetime programming. One of these producers is Emme Tomimbang whose one-hour television magazine series, "Emme's Island Moments," is aired throughout the broadcast year on KHON2. This program features Emme's interviews with distinguished leaders of Hawaii and presents exposés on the many different facets of Hawaii living.

KHON2 has preempted network programming to air "The Honolulu Mayoral Debates" in September and the "OHA Congressional Debates" in October. In addition, KHON2 aired a special town meeting sponsored by OHA (Office of Hawaiian Affairs) on the Hawaiian Sovereignty issue. Also, KHON2 and KGMB9 were the only two stations that aired the Mayor's State of the City Address for the past two years.

Network programming was also preempted on KHON2 to air "The Kamehameha Schools Song Contest," an annual event which dates back to 1920, and "The Kamehameha Schools Christmas Concert," which occurs annually.

Emmis Hawaii took the lead by committing our two stations (KHON2 and KGMB9) which resulted in a statewide commercial-free simulcast on 11 broadcast stations including the Public Broadcast System. This special documentary was produced by Edgy Lee titled, "Ice: Hawai'i's Crystal Meth Epidemic."

EMERGENCY PROGRAMMING

There have been numerous times over the past year when we have run emergency weather crawls and have cut in to programming with emergency information on traffic and weather. KHON2 is best known for its comprehensive coverage of breaking news. In the event of an emergency that would imperil Hawaii's people, KHON2 is prepared to provide total coverage for information, safety and emergency preparedness.

POLITICAL PROGRAMMING

KHON2 has aired the pre-primary Honolulu Mayoral Debate with the 3 leading candidates. In addition, we provided studio and production support for congressional candidate debates which aired this past week.

KHON2 provides regular news coverage of all important local campaigns, candidates and related political issues. KHON2 devotes regular news coverage of voting issues, voter turnout, voting irregularities, and a special initiative called, "Kids Vote."

In addition, Emmis Hawaii's KHON2 and KGMB9 were the only two stations that aired the Mayor's State of the City Address for the past two years.

CIVIC, CULTURAL AND OTHER COMMUNITY-RESPONSIVE PROGRAMMING

KHON2's Aloha Aina program makes a special effort to raise community awareness about environmental issues important to the community. The islands face a critical waste-management situation, for instance. Aloha Aina helps the community monitor, report and respond in ways that keep Hawaii clean.

The station's regular Action Line feature also provides community response. For the past two decades, a staff of over 50 volunteers handles incoming calls, faxes and e-mails from citizens concerned about rip-offs, scams or other concerns. Reporter Tannya Joaquin follows up, finds answers and provides thought-provoking stories exposing consumer fraud.

Emmis Hawaii took the lead by committing our two stations (KHON2 and KGMB9) which resulted in a statewide commercial-free simulcast on 11 broadcast stations including the Public Broadcast System. This special documentary was produced by Edgy Lee titled, "Ice: Hawai'i's Crystal Meth Epidemic." KHON2 then followed this program with a one-hour special with local experts and call-ins from our viewers.

Recently, KHON2 aired a half-hour special on the "Perils of Paradise" which provides critical information on natural disaster relief for our viewers.

MUSIC

KHON2 recognizes the special importance of local arts and music. We celebrate island sounds and talent with features and have recently given multiple airings of "The Kauai Music Festival" which is a showcase for local, national and international songwriters.

STATION PARTICIPATION IN COMMUNITY ACTIVITIES

KHON2 has built an institution around an effort known as The Lokahi Giving Project. (In Hawaiian, Lokahi means unity, harmony, oneness.) Founded and spearheaded by KHON2 anchor Leslie Wilcox, The Lokahi Giving Project is a partnership between KHON2 and The Salvation Army. This project has provided assistance to hundreds of thousands of children, elderly and underprivileged men and women during very difficult times. It works hand in hand with more than 125

nonprofit organizations, social service agencies, shelters, group homes and hospitals helping the most deserving families and individuals.

The General Manager is a board member on the board of directors for The Hawaii Food Bank, Aloha United Way, The Chamber of Commerce of Hawaii, the University of Hawaii's Ahahui Koa Anuenue and the Honolulu Boy Choir. The Aloha United Way (AUW) "is an organization with a rich history of helping families and communities on Oahu" by raising funds and serving as "a leader in bringing communities together to build partnerships." The Chamber of Commerce of Hawaii works together with businesses to improve the economy and assists businesses by providing training and other activities related to business enrichment. The Ahahui Koa Anuenue is the "umbrella booster organization for the University of Hawaii athletics." The Honolulu Boy Choir is an opportunity for all boys, regardless of social background, to develop their musical talent, self-esteem and learn about teamwork. It is a tuition-free program which "relies solely on the generous donations of individuals and organizations."

News coverage of community-specific issues keeps viewers informed about health, education and neighborhood issues that matter. Whether it's a community fundraiser, a school event or health-related matter, such as the latest on the flu vaccination situation, KHON2 local news programming includes information important to viewers together with the health and safety of their families and communities.

In addition to providing coverage of the same issues on the air when it comes to matters of local importance, the KHON2 web site invites interaction with and feedback from the community. Here, viewers can find current coverage as well as an archive of important local, health and educational issues.

Together, the news and sales department work on a communitywide educational initiative that kicks off after the first of the year.

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